



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

# CONTRACT

<u>Contract / Revision</u> 208358 /		<u>Alt Order #</u>
<u>Product</u> Re-Election		
<u>Contract Dates</u> 10/16/12 - 11/05/12	<u>Estimate #</u>	
<u>Advertiser</u> POL/Zoeller For Attorney General (R)		<u>Original Date / Revision</u> 09/25/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 246.30
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN348		<u>Advertiser Ref</u> IN14092

And:

**Perkins Nichols Media**  
**6330 East Seventy Fifth Street**  
**Suite 144**  
**Indianapolis, IN 46250**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	10/16/12	11/05/12	CBS This Morning @8	8-9a		:30				NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--				2	\$150.00	2.10			
	Week:	10/22/12	10/28/12	M-WTF--				4	\$150.00	2.10			
	Week:	10/29/12	11/04/12	-TWTF--				2	\$150.00	2.10			
	Week:	11/05/12	11/11/12	M-----				1	\$150.00	2.10			
N 2	WISH	10/16/12	11/05/12	Noon News	1158a-1230p		:30				NM	12	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--				3	\$400.00	2.10			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$400.00	2.10			
	Week:	10/29/12	11/04/12	-TWTF--				3	\$400.00	2.10			
	Week:	11/05/12	11/11/12	M-----				1	\$400.00	2.10			
N 3	WISH	10/16/12	11/02/12	News 8 @5p	5-530p		:30				NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--				3	\$600.00	5.00			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$600.00	5.00			
	Week:	10/29/12	11/04/12	MTWTF--				4	\$600.00	5.00			
N 4	WISH	10/16/12	11/05/12	News 8 @ 530p	530-6p		:30				NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--				3	\$600.00	6.00			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$600.00	6.00			
	Week:	10/29/12	11/04/12	-TWTF--				3	\$600.00	6.00			
	Week:	11/05/12	11/11/12	M-----				1	\$600.00	6.00			
N 5	WISH	10/16/12	11/05/12	News 8 @6	558-630p		:30				NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--				4	\$600.00	6.00			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$600.00	6.00			
	Week:	10/29/12	11/04/12	MTWT---				4	\$600.00	6.00			
	Week:	11/05/12	11/11/12	M-----				1	\$600.00	6.00			
N 6	WISH	10/21/12	11/04/12	CBS Sunday Morning	858-1030a		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$700.00	6.40			
	Week:	10/22/12	10/28/12	-----S				1	\$700.00	6.40			
	Week:	10/29/12	11/04/12	-----S				1	\$700.00	6.40			
<b>Totals</b>										246.30		56	\$27,450.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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**1950 N. Meridian St.**  
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208358 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 11/05/12	Re-Election	
<u>Advertiser</u>		<u>Original Date / Revision</u>
POL/Zoeller For Attorney		09/25/12 / 09/25/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	35	\$16,900.00	\$14,365.00
10/29/12 - 11/05/12	21	\$10,550.00	\$8,967.50
<b>Totals</b>	<b>56</b>	<b>\$27,450.00</b>	<b>\$23,332.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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209358

# Buy Detail Report

Date: 9/22/201

Client: Zoeller for Attorney General	Vendor: WISH	Bill To: INDIANAPOLIS
Media: TV	1950 N. Meridian Street	6330 e 75TH St ste 144
Product: reelection	Indianapolis, IN 46206	
Primary Demo: Adults 50+	David Copple	Indianapolis, IN 46250
Flight Start Date: 10/16/2012		Phone: 317 585 0000
Flight End Date: 11/5/2012		Fax: 317 585 0010
Buyer: Bill Perkins	Affiliation: CBS	

Line No	Daypart	COST	NET	Wks	Tue	Tue	Tue	Total Spots	Adults 50+	Adults 35+	Men 25-54
			CST	Dur	10/16	10/23	10/30		RTG	RTG	RTG
									CPM	CPM	CPM
<b>Indianapolis Nov11 DMA Nielsen Live+3</b>											
<b>WISH-TV</b>											
1	Tu-F,M 8a-9a EARLY SHW2-CBS<	\$150.00	\$127.50	30	3	3	3	9	2.1	1.4	0.4
									\$71.43	\$107.14	\$375.00
									\$60.71	\$91.07	\$318.75
2	Tu-F,M 12n-12:30p NWS 8 AT NOON<	\$400.00	\$340.00	30	4	4	4	12	6.5	4.7	1.2
									\$61.54	\$85.11	\$333.33
									\$52.31	\$72.34	\$283.33
3	Tu-F,M 5p-5:30p NEWS 8 AT 5.00<	\$600.00	\$510.00	30	3	3	3	9	5.0	3.6	1.5
									\$120.00	\$166.67	\$400.00
									\$102.00	\$141.67	\$340.00
4	Tu-F,M 5:30p-6p NEWS 8 AT 5.30<	\$600.00	\$510.00	30	4	4	4	12	6.0	4.2	1.6
									\$100.00	\$142.86	\$375.00
									\$85.00	\$121.43	\$318.75
5	Tu-F,M 6p-6:30p NEWS 8 AT 6.00<	\$600.00	\$510.00	30	4	3	4	11	6.0	4.3	1.8
									\$100.00	\$139.53	\$333.33
									\$85.00	\$118.60	\$283.33
6	Su 9a-10:30a SUNDAY MRN-CBS	\$700.00	\$595.00	30	1	1	1	3	6.4	5.3	2.4
									\$109.38	\$132.08	\$291.67
									\$92.97	\$112.26	\$247.92
<b>Total Spots:</b>								56			
<b>Total Cost:</b>								\$27,450.00			
<b>Total GRP/GIMP(000):</b>								101.7	95.7	101.7	
<b>Total GRP/GIMP(000):</b>								101.7	95.7	101.7	
<b>Total CPM/CPM:</b>								299.1	215.0	77.7	
<b>Total CPM/CPM:</b>								\$91.78	\$127.67	\$353.28	
<b>Total CPM/CPM:</b>								\$78.01	\$108.52	\$300.29	
<b>Total</b>											
OCT 12	\$18,100.00	\$15,385.00						37			
NOV 12	\$9,350.00	\$7,947.50						19			

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

Station and Location:

WISH-TV INDIANAPOLIS, IN

Date:

9/24/12I, BILL PERKINS

being/on behalf of: ZOELLER FOR ATTORNEY GENERAL, a legally  
qualified candidate of the REPUBLICAN political

party for the office of: ATTORNEY GENERALin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	8a-630p	Tu-Su M	—	56x Total	over 3 wks

Total Charges:

\$23,332.50NET

WISHTV Apple  
Greg Zoeller  
10/16 - 11/5/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ZOELLER FOR ATTORNEY GENERAL

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

ANDREW B. BURROKER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/24/12

Date

William J. Miller

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title